105163 Orders Order / Rev: 06838638 Alt Order #: Product Desc: NRCC IE 2012 Estimate: 2958 Flight Dates: 09/28/12 - 10/04/12 Primary AE: Amy McCreary Original Date / Rev: 08/06/12 / 08/30/12 Sales Office: BLPHI Order Type: **GENERAL** Sales Region: National Name: Agency National Media, Inc. **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 815 Slaters Ln. Billing Cycle: EOM/EOC Alexandria, VA 22314 Agency Commission: 15% Advertiser Name: Demographic: A35+ New Business Thru: 00:05:00

Product Codes:

PLI2

Priority: Revenue Codes: SELECT PRIORITY CODE POLITICAL/AGY, PISSUE, GEN Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	53	\$57,050.00	\$48,492.50
10/01/12	10/04/12	98	\$97,600.00	\$82,960.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	53	\$57,050.00	\$48,492.50	0.00
October 2012	98	\$97,600.00	\$82,960.00	0.00
Totals	151	\$154,650.00	\$131,452,50	0.00

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	37%	\$154,650.00
Market	100%	\$417.972.97

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	22%	\$91,954.05
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	15%	\$62,695.95
KTUD	0%	\$0.00
KVVU	22%	\$91,954.05
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	4%	\$16,718.92

Ln	Ch	Start	End	Inventory Code	Break	Start/End Tim	ne Days	Len Spo	ots	Rate Pri	Rtg Type S	Spots	Amount
E 1	KSNV	09/28/12	09/28/12	M-F 5-6a WakeUp w/V M-F 5-6a WakeUp w/V		5-6a	F	:30	2	\$325.001	0.00 NM	2	\$650.00
	NEWS			·	•								
	<u>Sta</u>	rt Date	End Date	Weekdays Spo	ts/Week	Rate I	Rating						

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Order / Rev: Alt Order #:

Flight Dates:

105163

06838638

09/28/12 - 10/04/12

Advertiser:

NRCC-IE

Product Desc:

NRCC IE 2012

Estimate:

2958

Ln Cl	h Stari	t End	Inventory Code	Break	Start/End Ti	me Days	Len Sp	oots	Rate Pri	Rtg Type	Spots	Amount
E 1 KS	SNV 09/28	/12 09/28/12	M-F 5-6a WakeU		5-6a	F	:30	2	\$325.001	0.00 NM	2	\$650.00
b. (175)	1110		M-F 5-6a WakeU	p w/Wagners								•
NE	WS Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week	c: 09/24/12	09/30/12	F	2	\$325.00	0.00						
E 2 K	SNV 10/01	/12 10/04/12	M-F 5-6a WakeU		5-6a	MTWT	:30	8	\$450.001	0.00 NM	8	\$3,600.00
NE.	ws		M-F 5-6a WakeU	p w/Wagners			-					
NE	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					•	
Week	c: 10/01/12	10/07/12	MTWT	8	\$450.00	0.00						
E 3 KS	SNV 09/28	/12 09/28/12		_	6-7a	F	:30	2	\$1,000.001	0.00 NM	2	\$2,000.00
NE	ws		M-F 6-7a WakeU	p w/Wagners								
744	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	c: 09/24/12	09/30/12			\$1,000.00	0.00						
E 4 KS	SNV 10/01	/12 10/04/12	M-F 6-7a WakeU		6-7a	MTWT~~~	:30	8	\$1,000,001	0.00 NM	8	\$8,000.00
·NE	WS		M-F 6-7a WakeU	p w/vvagners								
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
	c: 10/01/12	10/07/12	MTWT		\$1,000.00	0.00			***			
E 5 KS	SNV 10/01	/12 10/04/12	Today Show Today Show	CM	658a-9am	MTWT	:30	8	\$1,500.001	0.00 NM	8	\$12,000.00
то	DAY SHOV	٧	Today Show									
	Start Date		<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
	c: 10/01/12	10/07/12	MTWT~~~		\$1,500.00	0.00						
E 6 KS	SNV 09/28	/12 09/28/12	Today Show Today Show	СМ	658a-9am	F	:30	2	\$1,500.001	0.00 NM	2	\$3,000.00
TO	DAY SHOV	٧	Today Chow		•							
	Start Date		Weekdays	Spots/Week	<u>Rate</u>	Rating						
	(; 09/24/12 SNV 00/20	09/30/12 /12 09/30/12	Nous 2 Pussion		\$1,500.00	0.00	.00		#00E 004	0.00.104		****
L 9 No	3140 09/30	112 09/30/12	News 3 Sunrise - News 3 Sunrise 5		6a-7a	S	:30	2	\$325.001	0.00 <b>NM</b>	2	\$650.00
NE	ws											
Mook	Start Date c: 09/24/12	End Date 09/30/12	<u>Weekdays</u> S	Spots/Week	Rate	Rating						
			Sunday Today	CM 2	\$325.00 7a-8am	0.00	:30	2	\$625.001	0.00 NM	2	\$1,250,00
	5147 00700	, 12 00,00, 12	Sunday Today	OW	7 d Odili	3	.00	2.	ψ023,00 !	U.OU INIVI	2.	Φ1,250.00
SU	IN TODAY											
Week	<u>Start Date</u> k: 09/24/12	End Date 09/30/12	<u>Weekdays</u> S	Spots/Week 2	<u>Rate</u> \$625,00	<u>Rating</u> 0.00						
			M-F Today Show		9-10a	F	:30	2	\$750.001	0.00 NM	2	\$1,500.00
			M-F Today Show					_	4,00,001	0.00 11111	_	Ψ1,000.00
ТО	DAY SHOV Start Date		Maakdaya	Canta 564a ali	Dele	Dation						
Weel	<u>Start Date</u> k: 09/24/12	End Date 09/30/12	<u>Weekdays</u> F	Spots/Week 2	<u>Rate</u> \$750.00	Rating 0.00						
			M-F Today Show		9-10a	MTWT~~~	:30	8	\$750.001	0.00 NM	8	\$6,000.00
TO	DAY CHOU		M-F Today Show	7 II						i		·
10	DAY SHOV Start Date		<u>Weekdays</u>	Spots/Week	Rate	Rating						
Weel	k: 10/01/12	10/07/12	MTWT	8		0.00						
E 13 K	SNV 10/01	/12 10/04/12	M-F Today Show	III 4th 13M	10am-11am	MTWT	:30	8	\$325.001	0.00 NM	8	\$2,600.00
TO	DAY SHOV	V III	Today 4th Hour									
	Start Date		Weekdays	Spots/Week	<u>Rate</u>	Rating						
-	k: 10/01/12	10/07/12	MTWT	8		0.00						
E14 K	SNV 09/28	3/12 09/28/12	M-F Today Show	III 4th 13M	10am-11am	F	:30	2	\$325.001	0.00 NM	. 2	\$650.00
то	DAY SHOV	V III	Today 4th Hour									
	Start Date	End Date	<u>Weekdays</u>	Spots/Week		Rating						
	k: 09/24/12	09/30/12	F	2	•	0.00						
£ 15 K\$	SNV 10/01	/12 10/04/12		СМ	11am-12pm	MTWT~~~	:30	8	\$325.001	0.00 NM	. 8	\$2,600.00

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105163

Advertiser:

NRCC-IE

Alt Order #:

06838638

Product Desc:

NRCC IE 2012

Flight Dates:

09/28/12 - 10/04/12

Estimate:

2958

					0. 45 15							
Ln Ch	Start	End	Inventory Code Rachael Ray	Break	Start/End Ti	ime Days	Len Sp	oots	Rate Pri	Rtg Type	Spots	Amount
DACHE	L DAV		Rachael Ray									
RACHE Sta	∟ RAY rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/	01/12	10/07/12	MTWT	8	\$325.00	0.00						
E 16 KSNV RACHE		2 09/28/12	Rachael Ray Rachael Ray	СМ	11am-12pm	F	:30	2	\$325.001	0.00 NM	2	\$650.00
	rt Date	End Date 09/30/12	Weekdays	Spots/Week 2	<u>Rate</u> \$325.00	Rating 0.00						
E 17 KSNV		****	Golf	СМ	4a-8pm	SS	:30	8	\$700.001	0.00 NM	8	\$5,600.00
RYDFR	CUP 2X	//DAY	Golf									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/30/12	SS	8	\$700.00	0.00						
NEWS	09/28/1	2 09/28/12	M-F Early News M-F Early News	СМ	5-630p	F	;30	. 3	\$1,000.001	0.00 NM	3	\$3,000.00
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 09/		09/30/12	F		\$1,000.00	0.00						
E 21 KSNV	10/01/1	2 10/04/12	M-F Early News M-F Early News	СМ	5-630p	MTWT	:30	12	\$1,200.001	0.00 NM	12	\$14,400.00
NEWS:			·									
<u>Sta</u> /Week: 10	<u>rt Date</u> 01/12	End Date 10/07/12	<u>Weekdays</u> MTWT	Spots/Week	Rate \$1,200.00	Rating 0.00						
E 22 KSNV				s CM	5pm-630pm	S-	:30	3	\$650.001	0.00 NM	3	\$1,950.00
NEWS				•								
<u>Sta</u> Week: 09/	<u>rt Date</u> 24/12	End Date 09/30/12	<u>Weekdays</u> S-	Spots/Week 3	<u>Rate</u> \$650.00	Rating 0.00						
I			M-F Jeop/Wheel	СМ	630-730pm	F	:30	2	\$1,000.001	0.00 NM	2	\$2,000.00
IEODAI	RDY/WH	ICCI	M-F Jeopardy/Wi	heel of Fortun	Э							•
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 09/		09/30/12	F	2	\$1,000.00	0.00						
	10/01/1 RDY/WH		M-F Jeop/Wheel M-F Jeopardy/W	CM heel of Fortun	630-730pm e	MTWT	:30	8	\$1,300.001	0.00 NM	8	\$10,400.00
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10/		10/07/12	MTWT		\$1,300.00	0.00						
JRALS		2 09/28/12	Face to Face w/ F Face to Face w/		730-758pm	F	:30	1	\$800,001	0.00 NM	1	\$800.00
<u>Sta</u>	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week; 09/		09/30/12	F	1	\$800.00	0.00			************			
E26 KSNV	10/01/1	2 10/04/12	Face to Face w/ F		730-758pm	MT-T	:30	4	\$900.001	0.00 NM	4	\$3,600.00
J RALS			•									
<u>Sta</u> Week: 10/	rt Date	End Date 10/07/12	<u>Weekdays</u> MT∼T−−−	Spots/Week	<u>Rate</u> \$900,00	Rating 0.00						
P			Mon PR 8-10p	CM	8-10pm	M	:30	1	\$4,000.001	0.00 NM	1	\$4,000.00
THE \ (6	NOT		Monday Prime 8-	10pm	•				,		·	T .,
THE VC	irt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/	01/12	10/07/12	M		\$4,000.00	0.00				· 		
E 28 KSNV	10/01/1	2 10/01/12	•	CM C. 44pm	10-11рт	M	:30	1	\$3,200.001	0.00 NM	1	\$3,200.00
REVOL	UTION		Monday Prime 10	»-i 1pm								
<u>Sta</u>	<u>ırt Date</u>	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/07/12	M	1	\$3,200.00	0.00	.00	^	<b>\$4,000,004</b>	0.00.144		#0.000 c =
E 29 KSNV	10/02/1	12 TUIQZI12		CM	8-9pm	-T	:30	2	\$4,000.001	0.00 NM	2	\$8,000.00

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Advertiser:

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Product Desc:

NRCC IE 2012

Flight Dates:

09/28/12 - 10/04/12

Estimate:

2958

2012 KSNV

Ln Ch	Start	End	Inventory Code	Break	Start/End Ti	me Days	Len Sp	ots Rate Pri	Rtg Type Spots	3	Amount
			Tues PR 8-9p Tuesday Prime 8-9	9pm							
THE VO	ICE		ruesday millie o-	abtit							
	t Date	End Date		Spots/Week	Rate	<u>Rating</u>					
Week: 10/0		10/07/12	<u>-T</u>		\$4,000.00	0.00					
E30 KSNV	10/03/1	2 10/03/12	Wed PR 10-11p Wednesday Prime	CM 10-11pm	10-11pm	W	:30	1 \$3,200.001	0.00 NM	1	\$3,200.00
CHICAG	O FIRE			7 TO-TIPITI							
	<u>t Date</u>	End Date		Spots/Week	<u>Rate</u>	Rating					
Week: 10/0		10/07/12	W		\$3,200.00	0.00					
E31 KSNV	09/28/1	2 09/28/12	Fri PR 9-10p Friday Prime 9-10	CM	9-10pm	F	:30	1 \$2,600.001	0.00 NM	1	\$2,600.00
GRIMM			Triday Trille 5-10	piii							
	<u>t Date</u>	End Date		Spots/Week	Rate	Rating					
Week: 09/2		09/30/12	F	• •	\$2,600.00	0.00					
E 32 KSNV	09/30/1	2 09/30/12	NFL Pre-Game / F NFL Pre-Game	NA CM	1p-530pm	S	:30	1 \$2,400.001	0.00 NM	1	\$2,400.00
FTBL NI	IGHT IN	AMERICA	(11 2 1 10 Outile								
	t Date	End Date		Spots/Week	Rate	Rating					
Week: 09/2		09/30/12	NEL Earthall		\$2,400.00	0.00					
E33 KSNV	09/30/1	2 09/30/12	NFL Football	СМ	1P-9P <b>M</b>	S	:30	1 \$10,000.001	0.00 NM	1	\$10,000.00
SUN NIC	SHT FTE	3L	THE TOOLDAN								
	rt Date	End Date		Spots/Week	Rate	Rating					
Week: 09/2		09/30/12	S		\$10,000.00	0.00		0.01.000.001		_	
E34 KSNV	09/30/1	2 09/30/12	News 3 Live in Prin News 3 in Prime	me CM	7-10pm	S	:30	2 \$1,800.001	0.00 NM	2	\$3,600.00
NEWS			110110								
	rt Date	End Date		Spots/Week	Rate	Rating					
Week: 09/2		09/30/12	S		\$1,800.00	0.00			<del> </del>		
E35 KSNV	09/28/1	2 09/28/12	M-F News 3 at Ele		11pm-1135pr	nF	:30	1 \$1,100.001	0.00 NM	1	\$1,100.00
NEWS			W T TOWO O de Ele	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,							
	rt Date	End Date		Spots/Week	<u>Rate</u>	Rating					
Week: 09/2		09/30/12	F	1	\$1,100.00	0.00					
E36 KSNV	10/01/1	2 10/04/12	M-F News 3 at Ele		11pm-1135pr	n MTWT~~~	:30	4 \$1,200.001	0.00 NM	4	\$4,800.00
NEWS			Wit How o at Ex	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,							
	rt Date	End Date		Spots/Week	<u>Rate</u>	<u>Rating</u>					
Week: 10/0		10/07/12	MTWT		\$1,200.00	0.00					
E 37 KSNV	09/29/1	2 09/30/12	Sa-Su News 3 at E Sa-Su News 3 at I		11pm-1135pr	nSS	:30	4 \$1,100.001	0.00 NM	4	\$4,400.00
NEWS 2	2X/DAY		ou ou nono o un	100011							
	rt Date	End Date		Spots/Week	<u>Rate</u>	Rating					
Week: 09/2		09/30/12	SS		\$1,100.00	0.00					
E38 KSNV	09/28/1	2 09/28/12	The Tonight Show Tonight Show	CM	1135p-1237a	F	:30	2 \$750.001	0.00 NM	2	\$1,500.00
TONIGH	HT SHO	N	romgin onon						:		
	rt Date	End Date		Spots/Week	<u>Rate</u>	<u>Rating</u>					
Week: 09/		09/30/12	F	2	\$750.00	0.00					
E39 KSNV	10/01/1	2 10/04/12	The Tonight Show Tonight Show	CM	1135p-1237a	MTWT~~~	:30	8 \$750.001	0.00 NM	8	\$6,000.00
TONIGH	HT SHO	N	. ong ono		•						
	rt Date	End Date		Spots/Week	Rate	Rating					
Week: 10/	<del></del>	10/07/12	MTWT~~~	8	\$750.00	0.00					
E40 KSNV	09/28/1	12 09/28/12	Late Night w/Fallo. Late Night w/Fallo		1237a-136an	1F	:30	2 \$225.001	0.00 NM	2	\$450.00
FALLON	٧		vigit. ini alio	••							
	rt Date	End Date		Spots/Week	Rate	Rating					
Week: 09/		09/30/12	F	2	\$225.00	0.00		0 4050		_	
E 41 KSNV	10/01/3	2 10/04/12		СМ	1237a-136an	1 MTWT	:30	8 \$250.001	0.00 NM	8	\$2,000.00

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Totals

\$154,650.00

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Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount Late Night w/Fallon Late Night w/Fallon **FALLON** <u>Weekdays</u> Start Date End Date Spots/Week Rating <u>Rate</u> 10/07/12 MTWT---Week: 10/01/12 \$250.00 0.00 E 42 KSNV 09/29/12 09/29/12 Saturday Night Live CM 1130pm-1:02am ----S-:30 3 \$1,400,001 0.00 NM 3 \$4,200.00 Saturday Night Live SNL Start Date **End Date Weekdays** Spots/Week Rate Rating ----S-Week: 09/24/12 09/30/12 3 \$1,400.00 0.00 E 43 KSNV 09/30/12 09/30/12 Jeopardy in PRIME CM M-SA 8-11p / SUN----s :30 1 \$1,200,001 0.00 NM 1 \$1,200.00 Jeopardy in Prime **JEOPARDY** Spots/Week Start Date End Date Weekdays Rate Rating 09/30/12 ----5 Week: 09/24/12 1 \$1,200.00 0.00 E 44 KSNV 09/30/12 09/30/12 Sports Night in Las Veg&M Sun 1135p-1200a ----S :30 \$400.001 0.00 NM \$400.00 Sports Night in Las Vegas SPORTS NIGHT Start Date End Date Weekdays Spots/Week Rating Rate ----S 09/30/12 Week: 09/24/12 \$400.00 0.00 N 45 KSNV 09/29/12 09/29/12 Sat PR 9-10p CM 9-10pm ----S-:30 1 \$1,500,001 0.00 NM \$1,500.00 Saturday Prime 9-10pm Start Date End Date Weekdays Spots/Week <u>Rate</u> Rating 09/30/12 Week: 09/24/12 ----S-1 \$1,500.00 0.00 Thurs PR 9-10p N 46 KSNV 10/04/12 10/04/12 CM 9-10pm ---T---:30 1 \$3,200.001 0.00 NM \$3,200.00 Thursday Prime 9-10pm End Date Start Date <u>Weekdays</u> Spots/Week Rate Rating Week: 10/01/12 10/07/12 ---T---1 \$3,200.00 0.00